



## Mini Brand Book

Version 1.0 2021





# Our Introduction

And now for the big reveal. What makes 4moms, 4moms? This is your go-to guide to how our brand looks, feels, sounds, and creates wonder along the way.

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# Brand Overview

## Brand Overview

# Our Platform

**BRAND NAME****BRAND MISSION**

Our mission is to develop dramatically better juvenile products to make parents' lives easier.

**BRAND PROMISE**

Believe in better® | We accomplish great things and have a great time doing it.

**BRAND ATTRIBUTES****Ahead of the Curve**

Building off a legacy of innovation, 4moms continues to challenge industry norms by reimagining the parenting experience.

The results are surprising, delightful and game-changing.

**Proactive at Problem-Solving**

4moms thoughtfully solves for common (early) parenting challenges, removing pain points before they've even been experienced.

We listen to and understand real-life caregivers to better inform our brand decisions.

**Quick in Mind & Spirit**

When it comes to developing parenting solutions, 4moms is both fast-moving and sharp-witted. Cleverness drives how we think, act, engineer, and communicate.

There's delight in what we do and the experience we create.

**Seamless Integration**

By integrating the right technology at the right time, 4moms, in turn, integrates into parents' lives with ease.

We alleviate friction and add a touch of (much-needed) effortlessness for caregivers to better care.

**Confidence Included**

In addition to baby and product experts, 4moms leverages a diverse community of caregivers, discovering how to best learn from and support them.

As we grow more confident, we proudly assert parents will, too.

**BRAND CHARACTERISTICS**

*Novel, Innovative, Unexpected, Disruptive (with Purpose)*

*Attentive, Proactive, Solution-Oriented, Stress-Relieving*

*Clever & Astute, Delightful, Quick-to-Action*

*Integrated, Compatible, Uncomplicated, Easy-to-Use*

*Trustworthy, Confident, Supportive, Forthcoming*

## **Manifesto**

Parenting has these magic moments. Not the magic of unicorns and fairies, but the everyday kind. The kind that can transform a tearful or messy moment into one of awe and aha. When you suddenly pause, take it all in, and enjoy being right there. Together. It's one of the many surprising and delightful wonders in your new life—moments when you realize, "this is it." This is the kind of magic that, as a parent, you know it when you feel it.

At 4moms, we believe in the magic of parenting because we put a little magic into everything we create.

With 4moms, the act of getting your baby back to sleep, or calming their cries, or staying actually clean, becomes reality. Our clever designs and innovations will surprise you, excite you, and exceed your imagination.

Our reimagined solutions, like human-like rhythms, constant movement, and intuitive design support parents without them often realizing it. Pull back the curtain, and you'll be amazed to see how the entire 4moms lineup equips new parents with new tricks (when you need them most). And helps you find unexpected wonder in those everyday parenting moments.

**Because 4moms feels like **magic.****

## Brand Overview

## Our Position

Feels like  
magic

This statement is your rally cry: The litmus test for all marketing and product decisions. It provides internal alignment and influences how your brand expresses itself externally.

### THE BREAKDOWN

- What** We create game-changing juvenile products
- How** With function and design so innovative, it feels like magic
- Why** Because we believe all experiences should surprise and delight
- Who** Especially for parents and caregivers who love being wowed

## Brand Overview

# These RTBs (reasons to believe) substantiate how 4moms feels like magic:

### BEHIND THE CURTAIN

#### R&D, Product Innovation & Engineering, Manufacturing

1. Savvy innovations deliver high impact in unexpected and delightful ways
2. Safety, rooted in the highest standards and scientific truths
3. Iterative integration of parent feedback constantly guides and reinforces new innovations and tricks to explore
4. Quality that spans multiple children both at home and in the NICU (Future)

### CUSTOMER EXPERIENCE

#### Retail Experience, Product Ownership, Customer Support

1. Future-forward aesthetic design that creates wonder before our products even leave their box
2. Human-like product movements that work so seamlessly they feel magical
3. Smart syncing and intuitive UX create a sense of ease—and awe
4. Assembly is easy and intuitive, so that complicated instructions never distract from the wow factor
5. Detachable accessories and new products transform and grow with the family (Future)

### BEYOND THE PRODUCT

#### Community Involvement, Partnerships, Other Brand Initiatives

1. Contributing to over 600 NICU's nationwide, we support new parents during their baby's most vulnerable time
2. 4moms Cares supports parents and families in need—from foster households to those caring for survivor babies
3. Expanding access for families through pre-loved, rental, and other channels
4. Cultivating a community of 4moms VIPs who provide their insights and experiences

**Brand  
Expression**

## Logo

# Primary Logo

The 4moms logo is the primary definition of our brand. When using it should follow the spacing, color, and sizing rules on this page.



### CLEAR SPACE



The minimum clear space for all logos is defined as the height and width of the graphic that holds the letter "4" in 4moms.

This is the minimum clear space for all sides of the logo. In the digital artwork files of the logo, clear space is indicated by a bounding box without a stroke or fill.

### SIZING



The minimum logo size is 40 pixels height as measured by the height of the graphic that holds the letter "4" in the 4moms logo. The scale of the logo may increase as necessary, but it should not be smaller than the minimum size shown here.

### COLOR



**One-color logo:** pms Black C  
RGB: 45 41 38  
In this color variation, all elements of the logo are based on pms Black C.



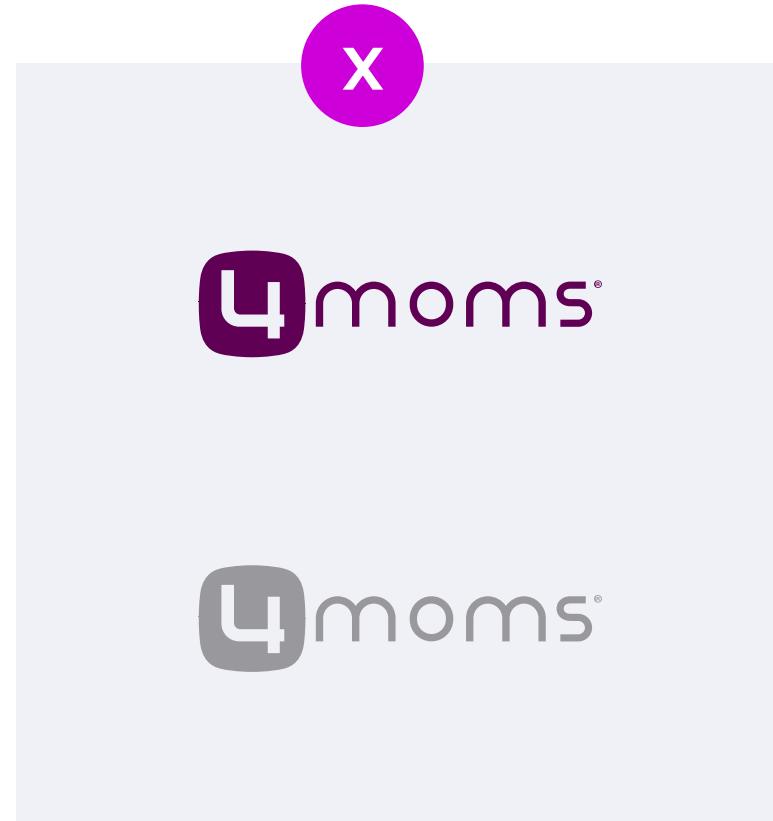
**One-color reverse logo:**  
In this color variation, the entire logo reverses out of the background. Use of the one-color reverse logo should be used on any dark, solid color or photographic background.

## Logo

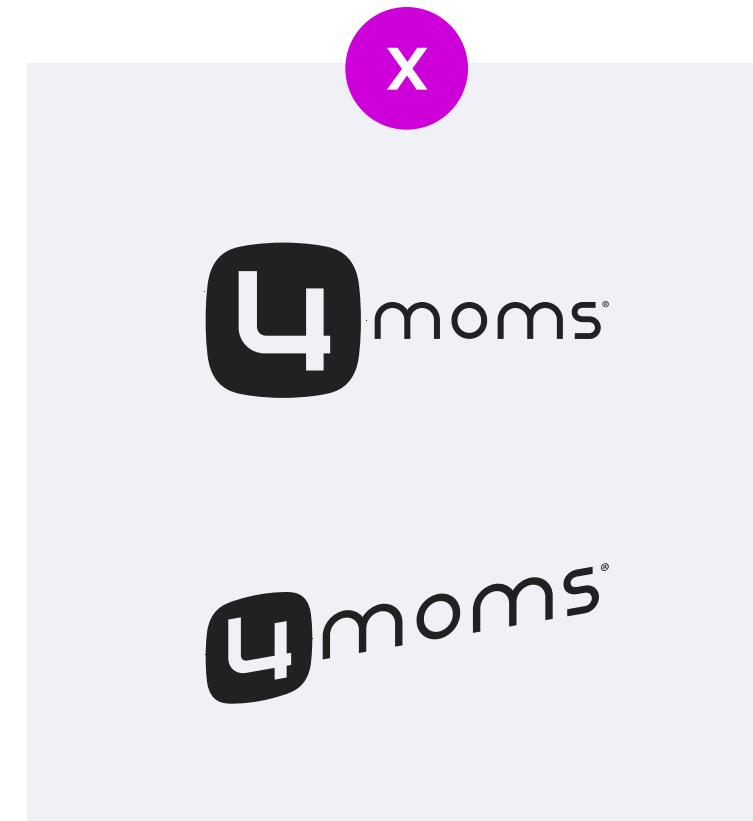
# Logo Rules

Consistency is key to brand recognition, so try to avoid these things when using the logo.

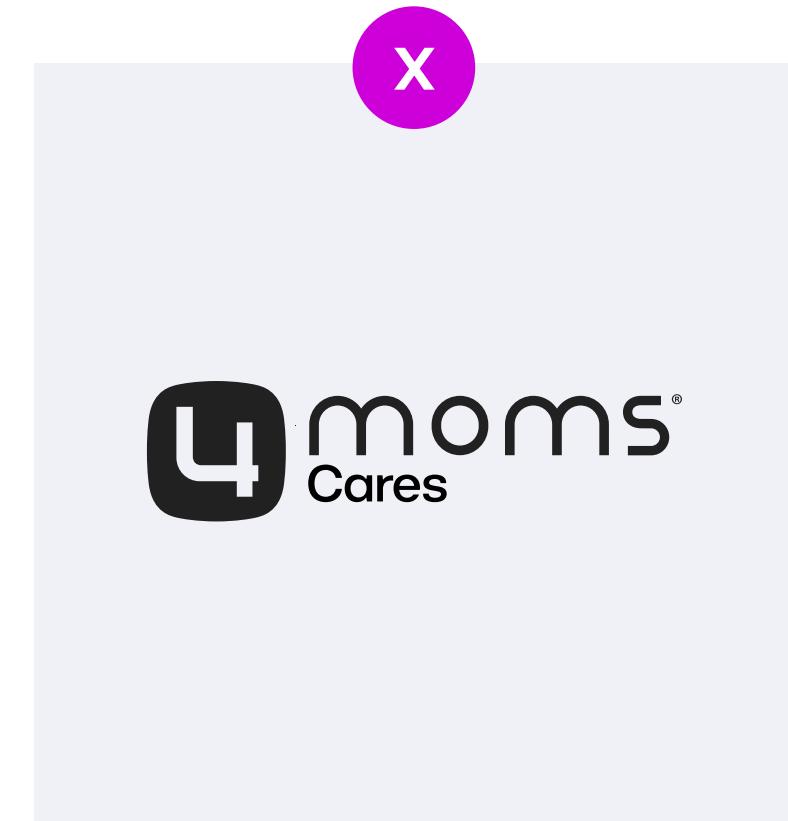
**Don't** recolor the logo outside of dark gray and white or change its transparency



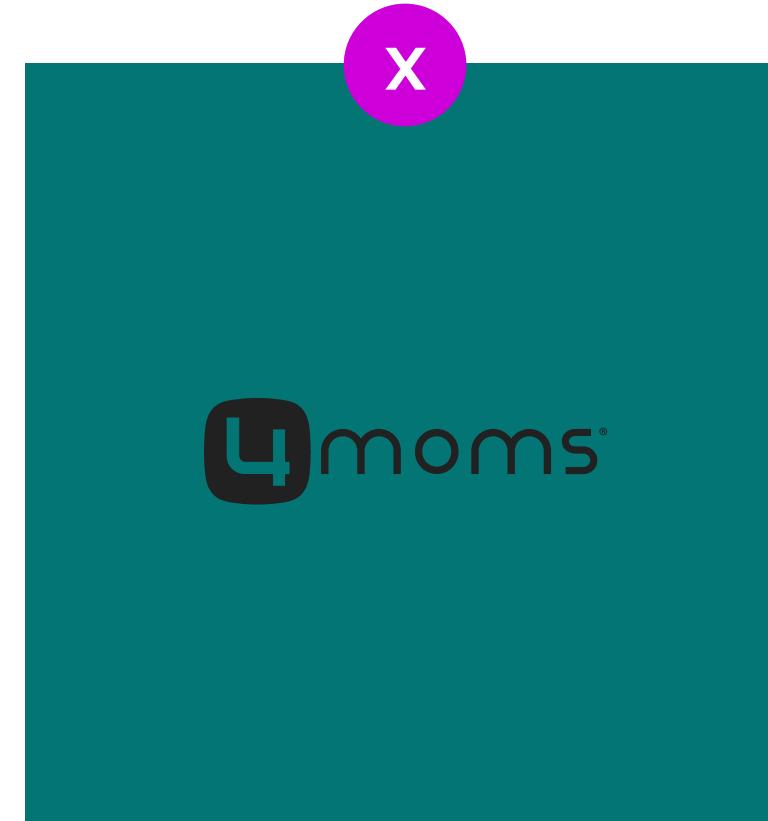
**Don't** edit, distort, or recreate the logo



**Don't** lock up the logotype with other words or images to create sub-brands



**Don't** place the logo on colors that create accessibility problems



Tone  
of Voice

## Tone of Voice

### Who we are

1. Knowledgeable, experienced, eager, and willing to share our and others' insights
2. Inspired by our tribe, our peers, and our customers
3. Future-focused: We learn from previous experiences to inform our future
4. Equipped with advice, research, and tools
5. Supportive and understanding of how messy and challenging parenting can be
6. A (albeit temporary) home essential because we make life easier

### Who we are not

1. We are not authoritative nor the end-all-be-all
2. We are not an island
3. We are not stuck in the past
4. We are not toxically positive
5. We are not flawless
6. We are not a savior

## Tone of Voice

# Brand Attributes and Characteristics

These inherent personality traits direct how we speak.

BRAND ATTRIBUTES	Ahead of the Curve	Proactive at Problem-Solving	Quick in Mind & Spirit	Seamless Integration	Confidence Included
	Novel	Attentive	Clever & Astute	Integrated	Trustworthy
	Innovative	Proactive	Delightful	Compatible	Confident
	Unexpected	Solution-Oriented	Quick-to-Action	Uncomplicated	Supportive
	Disruptive (with Purpose)	Stress-Relieving		Easy-to-Use	Forthcoming

## Tone of Voice

# Our Tone

How the brand comes to life through messaging

### Real, yet optimistic

We aren't afraid to say that parenting isn't always easy, but we make sure to keep a positive attitude through it all.

### Supportive and inclusive

We know that every type of caretaker could use a little help. And that's ok—that's what we do best.

### Empowering

We inspire confidence in all parents by routinely cheering them on and by being a source of constant reminder that "they can do this."

### Illuminating

We love to surprise and delight parents—help them connect the dots with "aha" moments and feel a little piece of magic.

### Clever

We love to show off our smarts through quick wit, insightful message, and sometimes even a little play on words.

### Style

- Be conversational, as if talking to or texting with a parent you know
- Use "you" and "we" pronouns
- Embrace brevity; clever and concise go hand in hand
- Pair short sentences together to make a more impactful statement
- Validate real-life emotions and experiences with positive (not cheesy) reinforcement
- Speak confidently by reducing or eliminating opinions or filler words

# Typography

## Typography

### Our Typeface

BC Novatica is a timeless and geometric typeface that comes in 5 different weights. The missing projecting stem next to the shoulders in "n" and "m" nicely reflects the 4moms logo typeface.

Weights beyond those shown can be used.

#### Tip

Switch up weights within your type structure to create clear hierarchy.

LIGHT

REGULAR

MEDIUM

SEMI-BOLD

BOLD

# BC Novatica

### Secondary Typeface

A secondary typeface can be used for special use cases like a specific campaign moment. The typography picked should be purposeful and reflect the tone being used. Only one secondary typeface should be used for a specific moment or communication. Never combine secondary fonts.

#### EXAMPLE:

BC Novatica + *shelby*

THE MAMAROO INFANT SEAT

The magic is in *the sway*.

At 4moms, we believe in the magic of parenting because we put a little magic into everything we create.

Color

## Color

# Our Palette

Our color palette, featuring a wide range of contrast, positions 4moms as a magical, bold, and energetic brand.

**Midnight**

HEX code:  
#212122

PMS Black 6 C

**Sunrise**

HEX code:  
#ffd629

PMS 115

**Willow**

HEX code:  
#047575

PMS 7718

**Cosmic**

HEX code:  
#600055

PMS 7652

**Sea Foam**

HEX code:  
#a4ffff

PMS Green 0921

**Orchid**

HEX code:  
#ce00d9

PMS Purple C

## Color

# How to Use It

Color rules maintain consistency across the brand and ensure we're meeting accessibility guidelines.

### Primary colors

This is your core group of colors and should be used primarily for backgrounds or headlines.

White  
Light Gray  
Mid Gray  
Sea Foam  
Orchid  
Sunrise

HEX code:  
#212122

White  
Light Gray  
Mid Gray  
Sea Foam  
Sunrise

HEX code:  
#600055

Midnight  
Cosmic  
Teal

HEX code:  
#ffd629

White  
Light Gray  
Light Gray  
Sea Foam  
Sunrise

HEX code:  
#047575

### Accent colors

Add a touch of magic through these accent colors as an easy way to catch the user's eye. Example: eyebrows, CTAs, headlines if primary is the background.

Midnight  
White  
Light Gray  
Sunrise  
Sea Foam

HEX code:  
#ce00d9

Midnight  
Cosmic  
Willow

HEX code:  
#a4ffff

### Note

This shows which type color meets accessibility guidelines when placed on each background color.

### Neutral colors

Neutrals should be used for backgrounds or text to provide visual breaks between color.

Midnight  
Cosmic  
Willow  
Orchid

HEX code:  
#dcfce0

Midnight  
Cosmic  
Willow  
Orchid

HEX code:  
#dcfce0

Midnight  
Cosmic  
Willow  
Orchid

HEX code:  
#ffffff

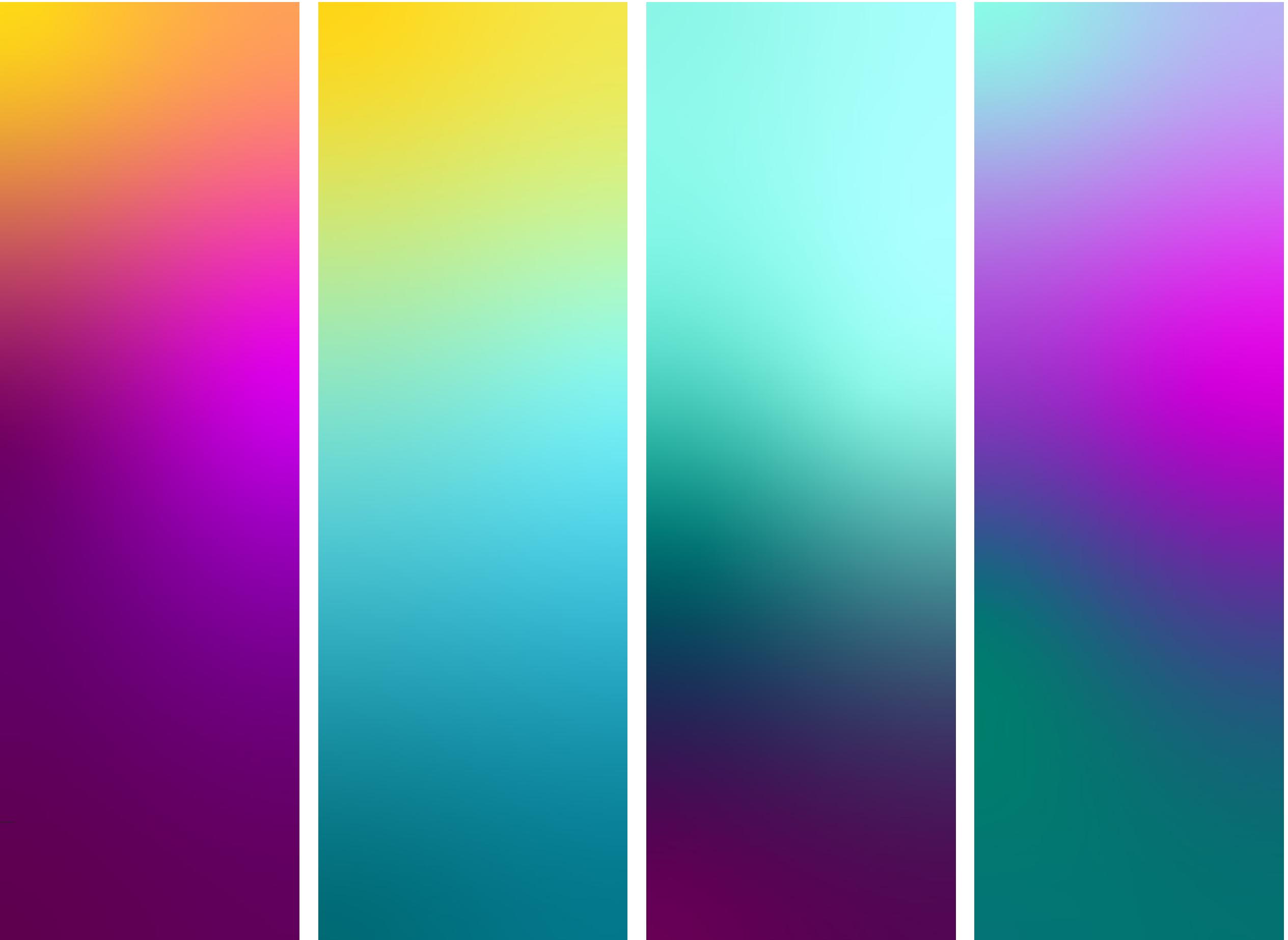
## Color

# Gradients

Single and multi-color gradients act as additional color elements, setting a magic-like tone when paired with the product. These can be used for backgrounds or within headline typography.

### Tip

Add a noise filter to your gradient to decrease banding.



# Graphic Elements

## Graphic Elements

### Rounded Square

Use the shape within our logo to create frames or backgrounds for products. These can be treated with gradients or solid colors.



Rounded square as a frame



Rounded square as a background

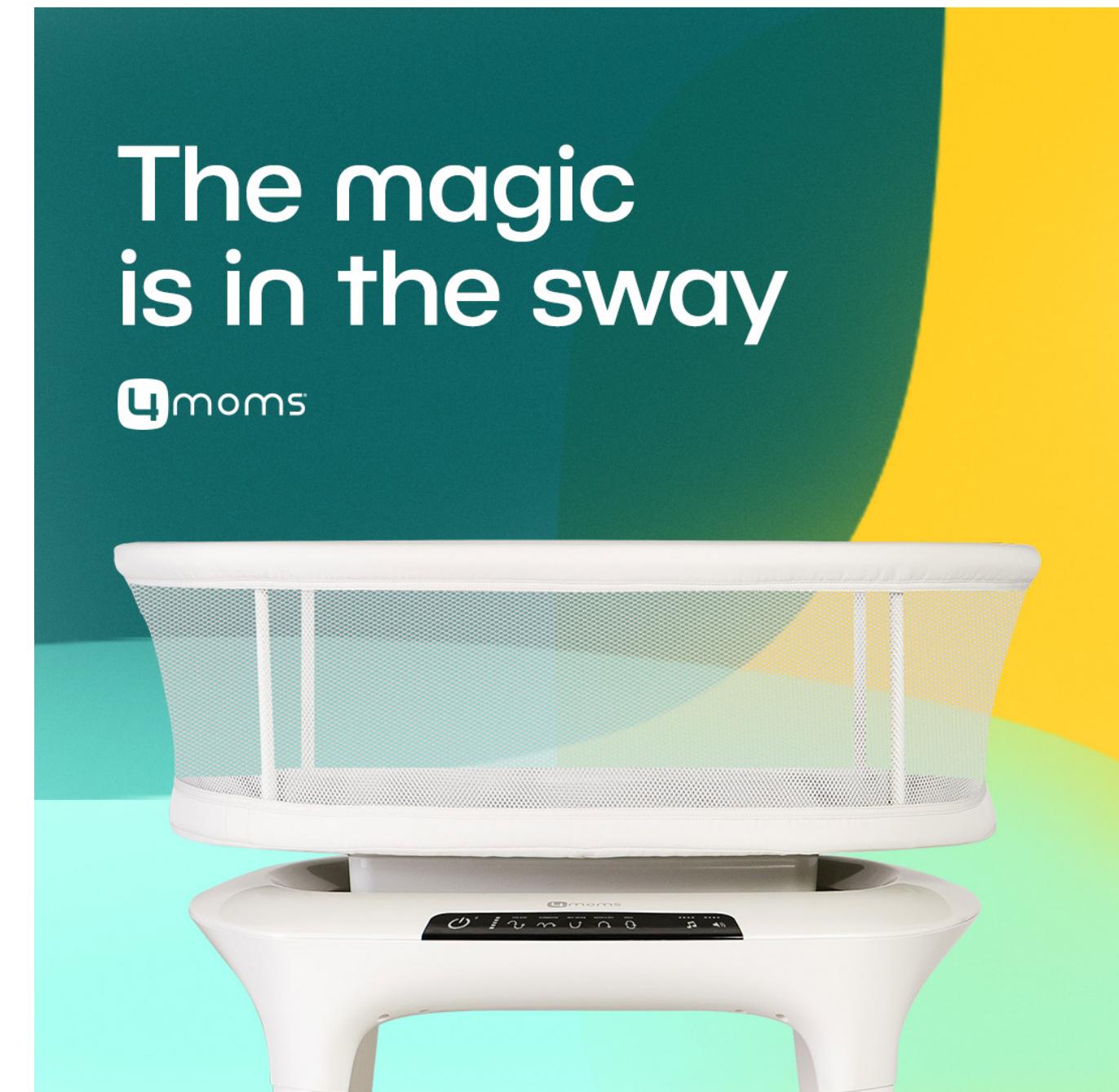
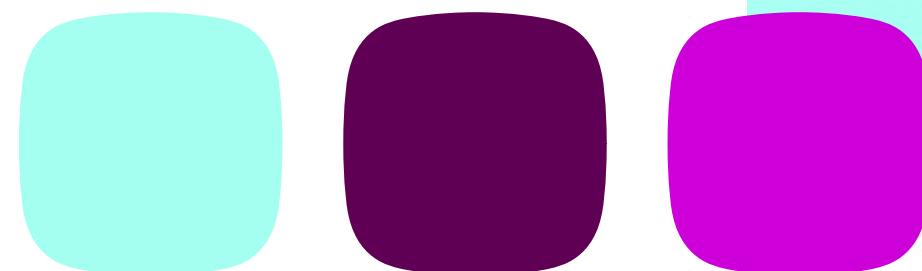
## Graphic Elements

### Color Films

Overlapping transparent rounded circles create a magical look and feel while adding depth and a premium look to our brand. These can be used as full-bleed backgrounds using solid colors or gradients.

#### How To

Overlap 3 colored, rounded squares with the layer style set to "Multiply." Change opacity between 80-100% or mask using a soft brush with a 10% flow setting.



# Photography

## **Photography**

### **Images are**

- Unique to the 4moms brand and ownable
- Reveal the magic in parent's existing world
  - Vibrant and unexpected
  - Colorful and delightful
  - Innovative, unique angles, and moments
- Delightful
- Relatable
- Confident
- Consistent look and feel from lifestyle images to product photography

### **Images are not**

- Trendy: For example, hottest Instagram filters or styles
- Pastel and light
- Dark and dreary
- Do not use sun flares and bokehs to convey magic
- Black and White
- Staged or contrived moments
- Messy / gross

## Photography

# Components

### Photo direction

- Candid
- Saturated
- High contrast
- Has pops of brand colors



*Unexpected moments/angles*



### Composition

- Surprising angles
- Unexpected moments/actions
- Background elements (wallpaper)



*Saturated & high contrast*



*Pops of brand colors in background elements (wallpaper)*

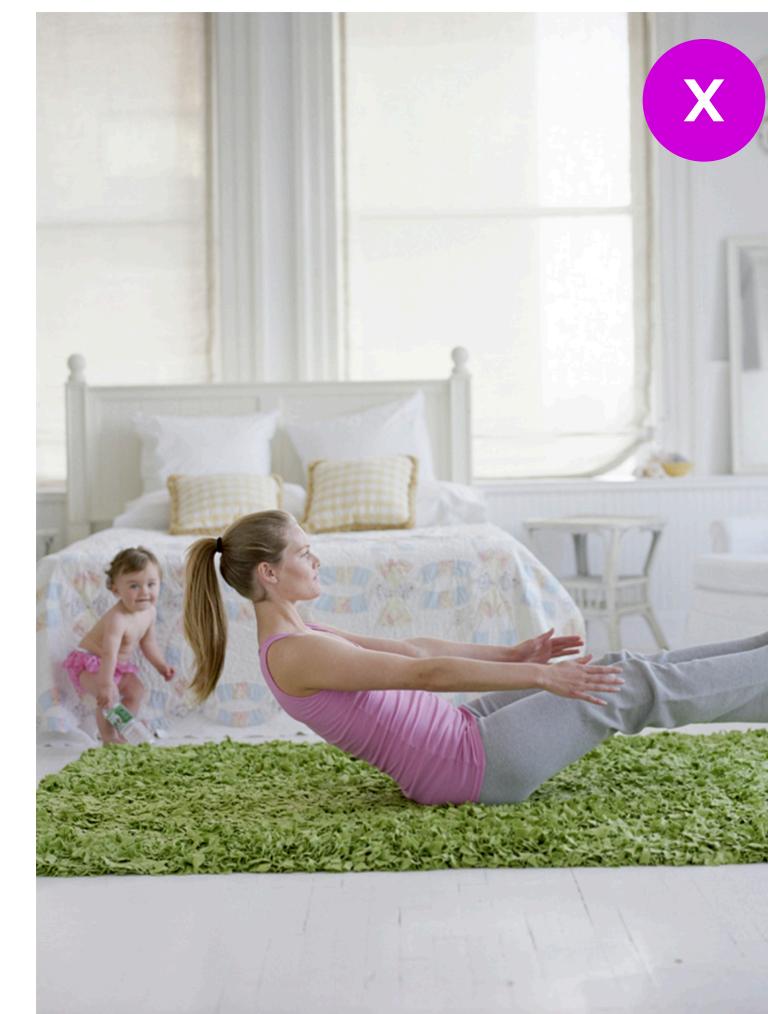


## Photography

### Don'ts

#### Photography is not

- Dreamlike (no exaggerated sun flares)
- Warm tones
- Staged
- Over-exposed
- Pastel and light



Action feels staged

Over-exposed

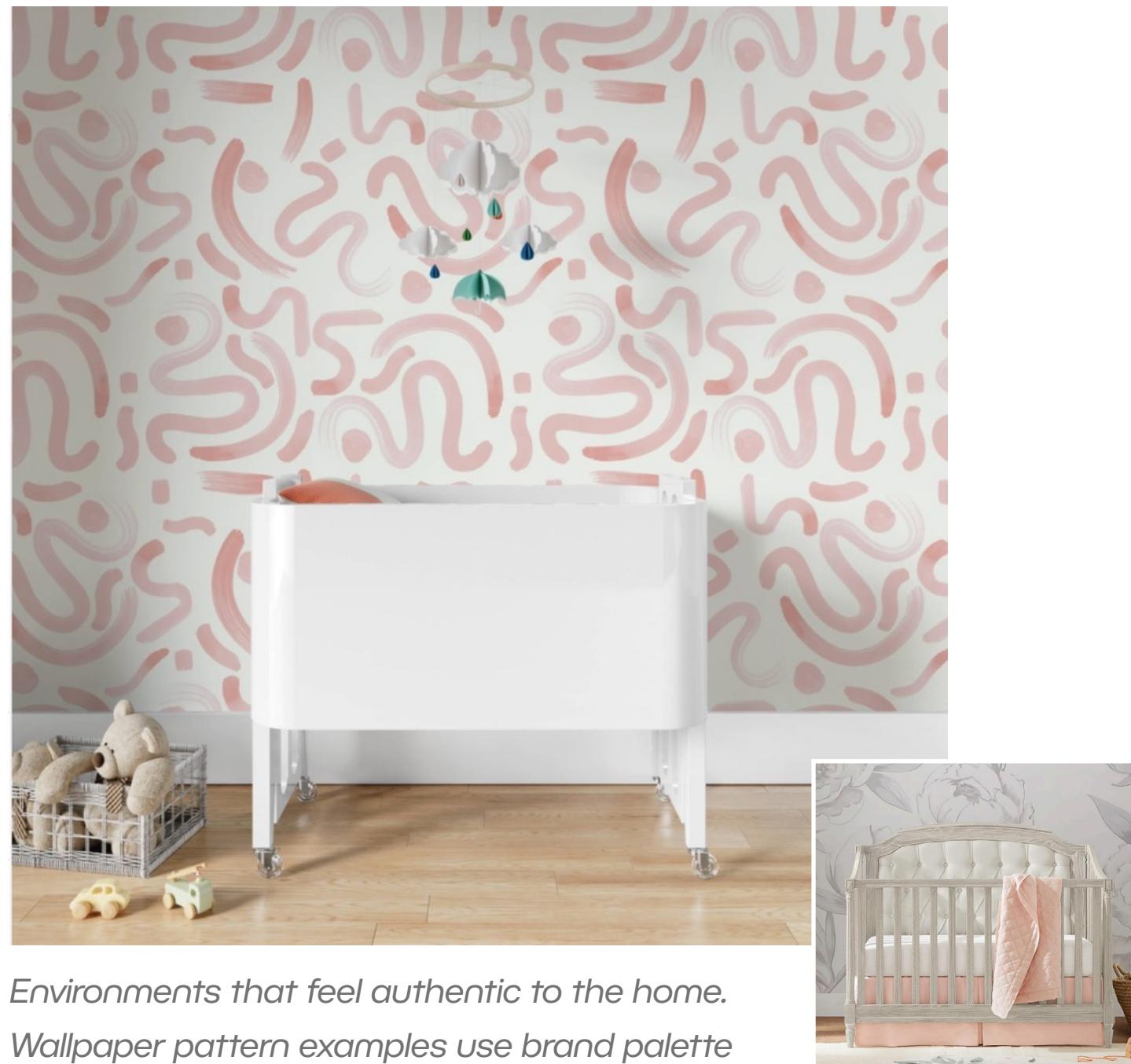
Pastel

## Photography

# Styling and Shooting

### Environment styling

- Products are photographed with a long, dramatic shadow
- Create environments that feel like products are in a home
- Use wallpapers/wall patterns to
  - Bring in brand colors
  - Set dreamlike mood
  - Subtle storytelling when appropriate



Magical backgrounds, products shot with long shadows

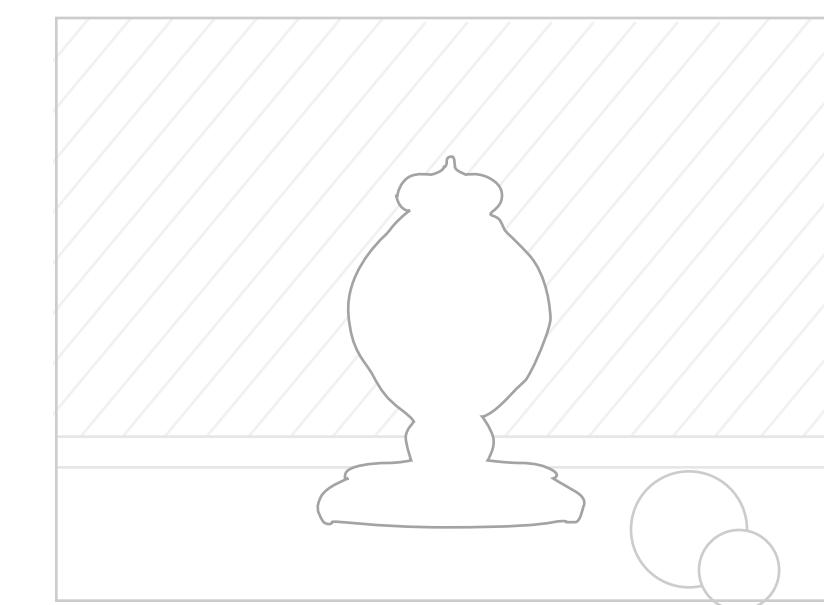
### Flexible photography



Product on white background



Home-like environment  
Wallpaper  
Props: toys, blankets, etc.



Composited image

Thank you